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60,137-577; 275-3119-U

IN THE CLAIMS

1. (Previously Presented) A method for displaying paint color samples in a two-dimensional physical display unit, comprising:
 - selecting a first plurality of paint colors;
 - placing the selected first plurality of paint colors on a first plurality of physical paint color sample cards;
 - arranging the first plurality of physical paint sample cards on the display unit so that the first plurality of paint colors are arranged according to groups of different hue and chroma with the paint colors on the physical paint sample cards varying in hue, in a first direction, and varying in chroma, in a second direction; and
 - arranging one or more color combination paint sample cards adjacent to each group of different hue and chroma physical paint sample cards, each color combination paint sample card containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to, and a picture of a building or a room painted with the plurality of colors on the color combination paint sample card.
2. (Previously Presented) The method of claim 1 wherein the size of the paint sample on the combination paint sample card varies in size according to the area painted in the picture with this color.
3. (Currently Amended) The method of claim 1 further comprising:
 - adding a second plurality of physical paint color sample cards adjacent to the first ~~the~~ first plurality paint sample cards, based on expert human input.
4. (Previously Presented) The method of claim 1 further comprising:
 - arranging the first plurality of physical paint sample cards in column in the two-dimensional display unit, with the most chromatic physical paint sample card at the top of the column, with gradually decreasing chromatic physical paint sample cards below to the least chromatic at the bottom of the column.

60,137-577; 275-3119-U

5. (Previously Presented) The method of claim 3 further comprising:
arranging a third plurality of physical paint sample cards in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of physical paint sample cards having white paint of similar tint as the paint sample on the groups of the first plurality of physical paint sample cards it is adjacent to.
6. (Previously Presented) (Previously Presented) The method of claim 1 wherein each of the first plurality of physical paint sample cards carries two or more paint colors of similar hue that have varying chromatic values.
7. (Cancelled)
8. (Currently Amended) A paint sample display unit comprising:
a two-dimensional paint sample card display unit adapted for displaying physical color sample cards in a plurality of columns and rows;
a first plurality of physical paint sample cards, each physical paint sample card carrying a paint color of similar hue but different chroma to every other physical paint sample card of the first plurality, the first plurality of physical paint sample cards with similar hue being arranged in a first column of the paint sample card display unit, from most chromatic to least chromatic;
a second plurality of physical paint sample cards carrying a paint color of similar hue but different chroma to every other physical paint sample card of the second plurality, the second plurality of physical paint sample cards being arranged in a second column of the paint sample card display unit, from most chromatic to least chromatic; and
one or more physical color coordination paint sample cards adjacent to each chromatic group of the ~~the~~ first plurality of physical paint sample cards and the second plurality of physical paint sample cards, each physical color coordination sample card containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to and a picture of a building or room painted with the plurality of paint sample colors on the color combination paint sample card.

60,137-577; 275-3119-U

9. (Cancelled)

10. (Previously Presented) The paint sample display unit of claim 8 wherein each of the first plurality of physical paint sample cards carries two or more paint colors of similar hue but having varying chromatic value.

11. (Cancelled)

12. (Previously Presented) A paint color display system to assist customers in the selection of paint colors, comprising:

a physical display unit having a two-dimensional array structure to display physical paint color sample cards;

a first plurality of physical paint color sample cards arranged in hue groups having different chroma, the physical color sample cards in the hue groups arranged according to either ascending or descending hue value in a first dimension, and according to either ascending or descending chromatic value in a second dimension of the display unit; and

one or more physical color coordination paint sample cards adjacent to each group of different hue and chroma paint sample cards, each physical color coordination card containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to and a picture of a building or a room painted with the plurality of paint sample colors on the color coordination paint sample card.

13. (Previously Presented) The paint color display system of claim 12, wherein the size of the paint sample on the color coordination paint sample card varies according to the area painted in the picture with the color.

14. (Previously Presented) The paint color display system of claim 12, further comprising a second plurality of physical paint color sample cards selected on the basis of expert human input.

60,137-577; 275-3119-U

15. (Previously Presented) The paint color display system of claims 14, further comprising:

a third plurality of physical paint sample cards arranged in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of paint sample cards having white paint of similar tint as the paint samples on the group of first plurality of paint sample cards it is adjacent to.

16-44. (Cancelled)

45. (Previously Presented) A method of displaying paint color samples in a two-dimensional physical display, comprising:

selecting a first plurality of paint colors;

placing the selected first plurality of paint colors on a first plurality of paint sample cards;

arranging the first plurality of paint sample cards on the display unit according to groups of different hue and chroma so that the paint colors displayed on the paint sample cards vary in hue in a first direction and vary in chroma in a second direction; and

arranging one or more color combination style cards adjacent to each group of different hue and chromatic paint sample cards, each color combination style card having a tri-fold card with three separate sections, each separate section containing a plurality of paint samples having the same base hue as the hue of the group the tri-fold card is adjacent to, and a picture of a room painted with the plurality of paint sample colors on the section, each section of the tri-fold card having a picture of a different room.

46. (Previously Presented) The method of claim 45 wherein the size of the paint sample on each separate system of the tri-fold card varies in size according to the area painted in the picture with this color.

60,137-577; 275-3119-U

47. (Previously Presented) The method of claim 45 further comprising:
adding a second plurality of physical paint color sample cards adjacent to the first plurality of physical paint sample cards based on expert human input.
48. (Previously Presented) The method of claim 45 further comprising:
arranging the first plurality of physical paint sample cards in columns in the two-dimensional display unit, with the most chromatic physical paint sample card at the top of the column, with gradually decreasing chromatic physical paint sample cards below to the least chromatic at the bottom of the column.
49. (Previously Presented) The method of claim 47 further comprising:
arranging a third plurality of physical paint sample cards in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of physical paint sample cards having white paint of similar tint as the paint samples on the group of first plurality of physical paint sample cards it is adjacent to.
50. (Previously Presented) A paint color display system to assist customers in the selection of paint colors, comprising:
a physical display unit having a two-dimensional structure to display physical paint color sample cards;
a first plurality of physical paint color sample cards arranged in hue groups, each hue group having a different chroma, the physical color sample cards in the hue groups arranged according to ascending or descending hue value in a first dimension and according to either ascending or descending chromatic value in a second dimension of the display unit; and
one or more physical color combination style cards adjacent to each group of different hue and chroma paint color sample cards, each color combination style card being a tri-fold card with three separate sections, each separate section containing a plurality of paint samples having the same base hue as the base of the group it is adjacent to, and a picture of a room painted with

60,137-577; 275-3119-U

the plurality of paint sample colors on the section, each section of the tri-fold card having a picture of a different room.

51. (Previously Presented) The paint color display of claim 50, wherein the size of the paint sample on each separate section of the tri-fold card varies according to the area painted in the picture with this color.

52. (Previously Presented) The paint color display system of claim 50, further comprising a second plurality of physical paint color sample cards selected on the basis of expert human input.

53. (Previously Presented) The paint color display system of claim 52, further comprising:

a third plurality of physical paint sample cards in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of paint sample cards having white paint of similar tint as the paint samples on the group of first plurality of paint sample cards it is adjacent to.

54. (New) The method of claim 1 wherein each color combination paint card comprises a single card that includes a base hue sample and a plurality of complementary color samples arranged adjacent to the base hue sample.

55. (New) The method of claim 54 wherein the base hue sample is larger in size than the complementary color samples.

56. (New) The method of claim 54 wherein at least one of the complementary color samples comprises one white color sample selected from a plurality of white colors.

60,137-577; 275-3119-U

57. (New) The paint color display system of claim 12 wherein each physical color coordination card comprises a single card that includes a base hue sample and a plurality of complementary color samples arranged adjacent to the base hue sample.

58. (New) The paint color display system of claim 57 wherein the base hue sample is larger in size than the complementary color samples.

59. (New) The paint color display system of claim 57 wherein at least one of the complementary color samples comprises one white color sample selected from a plurality of white colors.

60. (New) A paint color display system to assist customers in selection of paint colors comprising:

a plurality of physical color combination cards including a plurality of paint samples wherein the plurality of paint samples for each physical color combination card includes at least a base hue sample and a plurality of complementary color samples arranged adjacent to the base hue sample, and wherein each physical color combination card includes a picture of a room or building that is painted with the plurality of paint samples.

61. (New) The paint color display system of claim 60 wherein the base hue sample is larger in size than the complementary color samples.

62. (New) The paint color display system of claim 60 wherein at least one of the complementary color samples comprises one white color sample selected from a plurality of white colors.

63. (New) The paint color display system of claim 60 wherein each physical color combination card comprises a single card with a plurality of sections with each section including

60,137-577; 275-3119-U

a picture of a room or building, a base hue sample, and a plurality of complementary color samples.

64. (New) The paint color display system of claim 63 wherein the plurality of sections comprises at least three sections with the physical color combination card comprising a tri-fold card.

65. (New) The paint color display system of claim 63 wherein the picture on each section is different from pictures shown on other sections.

66. (New) The paint color display system of claim 60 including a physical display unit with a two-dimensional structure to display a plurality of physical paint color sample cards to be arranged in hue groups wherein the plurality of paint color sample cards are arranged based on hue value in a first dimension and chromatic value in a second dimension, and wherein the physical display unit includes at least one physical color combination card adjacent to each hue group with the base hue sample comprising a color selected from the hue group that the physical color combination card is adjacent to.